



Cuyahoga Valley National Park Association

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New Store, Trail Mix, Dedicated by FirstEnergy and CVNPA

Peninsula, Ohio - FirstEnergy Corp., Cuyahoga Valley National Park (CVNP) and Cuyahoga Valley National Park Association (CVNPA) joined together today to dedicate the new store, Trail Mix. The store, owned and operated by CVNPA, is the culmination of a partnership that has allowed CVNPA the opportunity to open a store that will serve park visitors by offering refreshments, programming and other ways to support the park.

"The opportunity to reach out to park visitors on a daily basis is something CVNPA is very excited about," said Deb Yandala, Chief Executive Officer of CVNPA. "As the friends group of the park, we are here to promote park enjoyment and educate people about how they can become involved in and support the park. Through this store, we hope to not only offer refreshments and information, but we also hope to ensure people know this park is theirs to enjoy every day."

The store, located on the Ohio & Erie Canal Towpath Trail, is the result of a land donation from FirstEnergy of natural undeveloped land along the Cuyahoga River in the northern part of the park to CVNPA. This allowed CVNPA to exchange the property with CVNP for the historic store in the village of Boston. CVNPA now owns the property and is able to maintain its historic use. CVNP will manage the 9.7-acres in its natural state in the northern end of the park.

"We are very pleased at being involved with the partnership that helped make the Trail Mix store a reality," said Rhonda Ferguson, vice president, Corporate Secretary and chief ethics officer for FirstEnergy. "This is a great example of using our resources to help benefit Cuyahoga Valley National Park and the thousands of people who enjoy the Towpath every year."

The store reopened as Trail Mix on July 1, 2007 to provide refreshments, drinks, souvenirs and information for park visitors and the community in a comfortable and inviting atmosphere. The store is open Wednesday and Thursday from 11 a.m. to 5 p.m. and Friday through Saturday from 11 a.m. to 7 p.m. The store will close for the season in late fall and reopen in the spring.

"We hope this store serve as a constant reminder to everyone that not only are they park visitors but they are a part of the park," said Yandala.

The store dedication was in conjunction with Support Your Park Day 2007 in Cuyahoga Valley National Park. Support Your Park Day 2007 is an opportunity for people to visit CVNP and learn more about the park and the many ways they can support it. Support Your Park Day 2007 will be held on Saturday, August 25 and will give visitors the opportunity to talk with Cuyahoga Valley National Park Association staff and park rangers about the park and its many activities.

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